

Rep Order# 8833338 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 36855

Printed: 10/19/2012 9:07 AM  
Last Received: 10/19/2012 8:59 AM  
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS  
Advertiser ( ) AMERICAN CROSSROADS  
Product AMERICAN CROSSROADS  
Estimate# 693  
Buyer EMILY MILHOAN  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E //693  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$123,650

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	137A-237A	ELECTRIC PLAYGROUND	:30	\$100.00	10/16-10/19	4	1	4	\$400.00	
	2	M	137A-237A	ELECTRIC PLAYGROUND	:30	\$100.00	10/22-10/22	1	1	1	\$100.00	
	3	SU	500P-700P	SUN EVE ROTATION	:30	\$1,500.00	10/21-10/21	0	0	0	\$0.00	
	4	SU	600A-630A	8 NEWS NOW SUN MORNING #1	:30	\$500.00	10/21-10/21	0	0	0	\$0.00	
	5	SU	800A-830A	8 NEWS NOW SUN MORNING #2	:30	\$1,500.00	10/21-10/21	1	1	1	\$1,500.00	
	6	SU	630A-800A	CBS SUNDAY MORNING	:30	\$2,000.00	10/21-10/21	1	1	1	\$2,000.00	
	7	TU-F	1100P-1135P	8 NEWS NOW @ 11P	:30	\$2,200.00	10/16-10/19	4	1	4	\$8,800.00	
	8	M	1100P-1135P	8 NEWS NOW @ 11P	:30	\$2,200.00	10/22-10/22	1	1	1	\$2,200.00	
	9	TU-F	900A-1000A	LIVE WITH KELLY	:30	\$850.00	10/16-10/19	4	1	4	\$3,400.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	10	M	900A-1000A	LIVE WITH KELLY	:30	\$850.00	10/22-10/22	1	1	1	\$850.00	
	11	TU-F	630P-700P	INSIDE EDITION	:30	\$1,300.00	10/16-10/19	3	1	3	\$3,900.00	
	12	M	630P-700P	INSIDE EDITION	:30	\$1,300.00	10/22-10/22	0	0	0	\$0.00	
	13	TU-F	1200P-1230P	NOON NEWS	:30	\$850.00	10/16-10/19	4	1	4	\$3,400.00	
	14	M	1200P-1230P	NOON NEWS	:30	\$850.00	10/22-10/22	1	1	1	\$850.00	
	15	TU-F	500P-630P	8 NEWS NOW @ 5P & 6P	:30	\$1,500.00	10/16-10/19	4	1	4	\$6,000.00	
	16	M	500P-630P	8 NEWS NOW @ 5P & 6P	:30	\$1,500.00	10/22-10/22	1	1	1	\$1,500.00	
	17	TU-F	1000A-1100A	PRICE IS RIGHT	:30	\$3,500.00	10/16-10/19	2	1	2	\$7,000.00	
	18	TU-F	400P-500P	8 NEWS NOW & 4P & 430P	:30	\$1,300.00	10/16-10/19	4	1	4	\$5,200.00	
	19	M	400P-500P	8 NEWS NOW & 4P & 430P	:30	\$1,300.00	10/22-10/22	1	1	1	\$1,300.00	
	20	TU-F	600A-700A	8 NEWS NOW @ 6A	:30	\$1,200.00	10/16-10/19	4	1	4	\$4,800.00	
	21	M	600A-700A	8 NEWS NOW @ 6A	:30	\$1,200.00	10/22-10/22	1	1	1	\$1,200.00	
	22	SA	500A-700A	SAT EARLY SHOW	:30	\$550.00	10/20-10/20	1	1	1	\$550.00	
	23	TU-F	1135P-1237A	LETTERMAN	:30	\$850.00	10/16-10/19	4	1	4	\$3,400.00	
	24	M	1135P-1237A	LETTERMAN	:30	\$850.00	10/22-10/22	1	1	1	\$850.00	

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	25	TU-F	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/16-10/19	4	1	4	\$4,000.00	
	26	M	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	27	TU-F	500A-600A	8 NEWS NOW @ 5A	:30	\$1,000.00	10/16-10/19	4	1	4	\$4,000.00	
	28	M	500A-600A	8 NEWS NOW @ 5A	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	29	TU-F	300P-400P	ELLEN	:30	\$1,000.00	10/16-10/19	4	1	4	\$4,000.00	
	30	M	300P-400P	ELLEN	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	31	TU-F	1230P-200P	BOLD & BEAUTIFUL/LETS MAKE A DEAL	:30	\$900.00	10/16-10/19	0	0	0	\$0.00	
	32	SA	1230P-400P	NCAA FOOTBALL	:30	\$5,000.00	10/20-10/20	1	1	1	\$5,000.00	
	33	TU	1000P-1100P	VEGAS	:30	\$8,500.00	10/16-10/16	0	0	0	\$0.00	
	34	TH	800P-900P	BIG BANG/TWO & A HALF MEN	:30	\$18,000.00	10/18-10/18	1	1	1	\$18,000.00	
	35	SU	1000P-1100P	THE MENTALIST	:30	\$12,000.00	10/21-10/21	1	1	1	\$12,000.00	
	36	SA-SU	1100P-1135P	8 NEWS NOW @ 11P	:30	\$1,100.00	10/20-10/21	1	1	1	\$1,100.00	
	37	TU-F	1237A-137A	LATE LATE SHOW	:30	\$450.00	10/16-10/19	2	1	2	\$900.00	
	38	SU	105A-205A	CBS CRIMETIME/SPORTS SPECTACULAR	:30	\$150.00	10/21-10/21	1	1	1	\$150.00	

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	*39	F	900P-1000P	MADE IN JERSEY	:30	\$8,500.00	10/19-10/19	0	0	0	\$0.00	
		Sales Remark: V7 . V7 Comment Changed, Spots/week Changed										
	40	SA	800P-1000P	SAT PRIME MOVIE	:30	\$1,900.00	10/20-10/20	2	1	2	\$3,800.00	
	*41	F	800P-900P		:30	\$8,500.00	10/19-10/19	1	1	1	\$8,500.00	
		Buyline Comment: HAWAII FIVE O V7 Added										

---REPORT TOTALS---

Report Totals: 73 / \$123,650.00

---SALES MONTHLY TOTALS---

Oct 12: 73 / \$123,650.00

Sales Totals: 73 / \$123,650.00

Station Totals: 73 / \$123,650.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$412,167	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

---COMPETITIVE COMMENTS---

SHARES ARE ESTIMATED

Books null  
Demos RA35+